

CASE NUMBER:	<u>PZC 78-2020</u>
TYPE:	<u>VARIANCES</u>



Board of Trustees  
Memorandum  
September 24, 2020

Board to consider a request from McGrath Lexus of Westmont regarding property located at 500 E. Ogden Avenue., Westmont, IL 60559 for the following:

- A. A Zoning Code Variance to exceed the number and location of wall signs for an open sales lot located at 470 East Ogden Avenue, commonly known as 500 East Ogden Avenue, in the B-2 General Business District.
- B. A Zoning Code Variance to exceed the aggregate size of all signs for an open sales lot located at 470 East Ogden Avenue, commonly known as 500 East Ogden Avenue, in the B-2 General Business District.

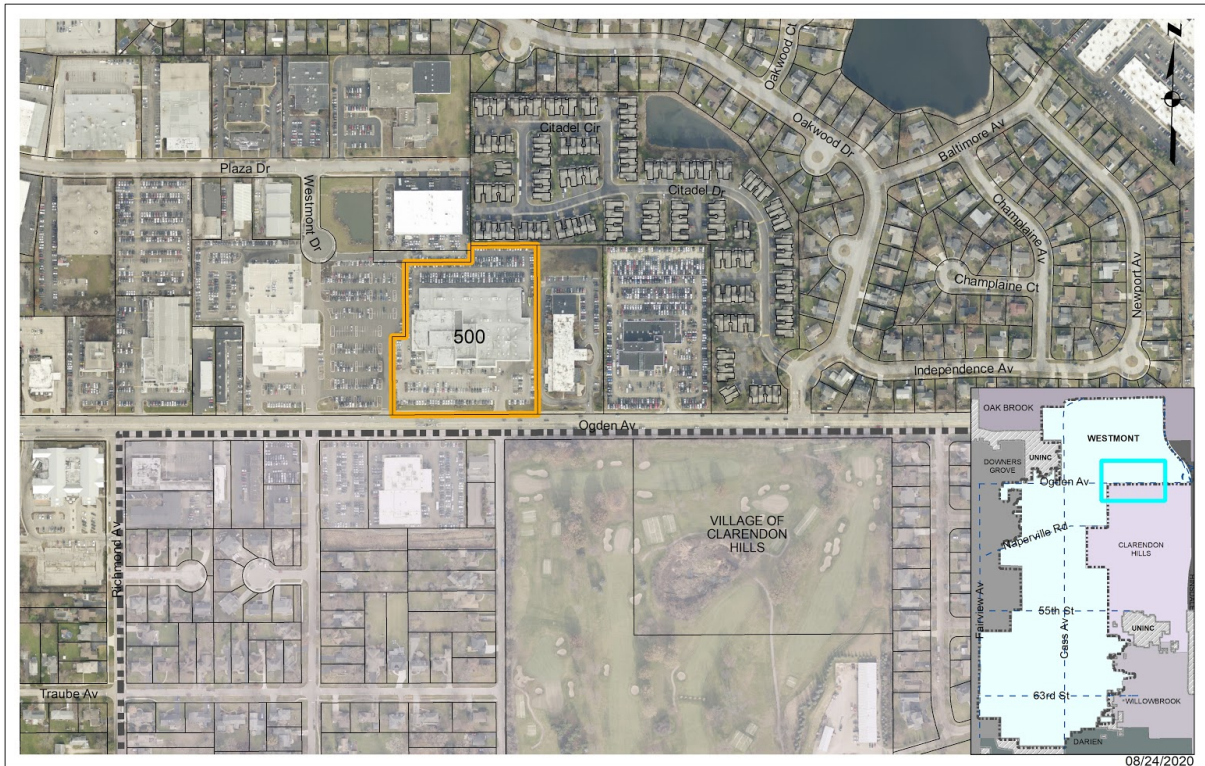
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## **CASE SUMMARY**

### **BACKGROUND OF ITEM**

The subject property is located at 500 East Ogden Avenue on the north side of the street, and represents the south limits of a portion of the Village of Westmont, with the Village of Clarendon Hills located directly across the street from the subject property, exhibiting similar commercial uses. The business on the property is owned and operated by McGrath Lexus of Westmont.



### **500 East Ogden Avenue - Aerial Map**

The property is zoned B-2 General Business District and was developed as an automobile dealership, which has been very successful. Properties to the west and east are also zoned B-2, properties to the south are located and zoned for similar uses by the Village of Clarendon Hills. In 2005, the automobile dealership received a variance for rear yard setback to 90' rather than 105'; a Plat of Subdivision to consolidate 2 lots into 1 lot; and Site and Landscaping plan approval.

Recently, a wall sign package was submitted and approved. This package includes a main wall sign centered on the property to replace the sign that was there before the remodel of the facade, currently underway, and located directly over the entrance; and, a sign indicating the Service entrance. A third sign that existed on the property was a Pre-Owned sign. This sign will not be replaced and was not part of the approved sign package to replace the old signs.

Earlier this year, the property began a remodel of the facade, which is nearing completion. This remodel included a design element that projects from the facade frontage, but which nevertheless complies with the zoning requirements. Subsequently, a sign permit package was submitted that included the aforementioned approved and compliant signs, as well as the two additional logo signs. These logo signs are intended to be placed on the projecting facade design element, and are the subject of this variance request. No additional signs, other than these two logo signs, are hereby requested.

The applicant cited two main reasons for the variance request:

1. The low lying nature of the building, which is set approximately six (6) feet below the grade level of the roadway, compared to nearby properties, which are set at 0-4 feet below the grade level of the roadway; and,
2. The deep front yard setback of approximately 156 feet, compared to the 40-130 feet setbacks of adjoining competing properties to the east and west along Ogden Avenue.

Regarding Variance Request #1: The Zoning Code allows only 2 signs on the wall. The request includes 2 additional signs to be located facing west and east, rather than south, as per the orientation of the existing facade.

Regarding Variance Request #2: The entire sign package, including existing remove/replace, and existing ground signs (to remain), plus the additional 2 logo signs mentioned in Variance Request #1, all exceed the allowable aggregate square footage by nearly 301 square feet. Therefore the request is for 301 square feet over the allowable square footage of 274.

## **ZONING ANALYSIS**

Appendix A, Section 11.14 permits buildings to be identified with one sign per street frontage. Further, Section 11.07 (D)(5)(c) stated that *Automobile dealerships may be considered as having an open sales lot use, and, in addition to the maximum number of signs otherwise allowed by this article, may locate or install one additional wall sign in addition to each permitted wall sign; however, all signage must comply with the allowable gross surface area.* For this reason, a main wall sign and a second sign for Service have been approved for permitting.

However, the two logo signs that are proposed to be located on the projecting facade design element are currently not allowed by the sign code. While the property is permitted a square footage of 50% of the lot width, per Section 11.07(D)(5)(a), which in this case would allow a generous aggregate total of approximately 247 square feet for ALL signs, the logos are facing east and west, and constitute wall signs that would be placed on what are effectively perpendicular wall areas.

These would be allowed on corner properties, and in such instances, only one of the two signs would be allowed. However, the subject property is not located on a corner lot, and the logos to be installed constitute a number that would exceed such a scenario, as there are two logo signs that are requested. Therefore, the current Sign Code would not allow the two logo signs to be installed, and as such, the original permit was denied and converted into this variance request.

Note: Sec. 11.06. permits the existing nonconforming ground signs to continue to exist, even though they exceed the number and size permitted by the current code, until such a time as the supporting bases require to be replaced.

#### **AGGREGATE SIGN CALCULATIONS**

<b>Sign analysis</b>	<b>Proposed signage square feet</b>
<b>Wall signs:</b> North elevation wall sign (Large) - PERMITTED - Remove and Replacing Existing signs in good repair North elevation wall sign (Small) - PERMITTED - Remove and Replacing Existing signs in good repair	$67' \times 3' = 201$ sq. ft. $1'9.5'' \times 17' = 30.4$ sq. ft. Total: <u>231.40</u>
<b>Total for Remove and Replace Wall Signs (removed Pre-Owned Sign)</b>	231.40 square feet
<b>Ground signs are Existing and Nonconforming:</b> Nonconforming Monument Sign (Large) Nonconforming Monument Sign (Small)	$8'10'' \times 8'10'' = 17.66$ sq. ft. each side (35.32 sq. ft. total) $6' \times 15' = 90$ sq. ft. each side (180 sq. ft. total)
<b>Total for Existing Ground Signs</b>	215.32 square feet
<b>Variance Request Signs:</b> <b>West elevation wall signs (Logo 1) - VARIANCE</b> <b>West elevation wall sign (Logo 2) - VARIANCE</b>	$7'1.25'' \times 9' = 63.9$ sq. ft. $7'1.25'' \times 9' = 63.9$ sq. ft.
<b>Total for PROPOSED Logo Signs:</b>	<b>Additional Square Footage Requested: 127.80</b>
Total for EXISTING Signs = (Remove/Replace Existing Wall Signs + Existing Ground Signs)	<b>Total square feet: 446.72</b>

Total for ALL Signs = (Remove/Replace Existing Wall Signs + Existing Ground Signs + Additional Logo Signs per Variance Request)	<b>Total square feet: 574.52</b>
Maximum allowed per the Sign Code adopted in 2017	<b>274 square feet for ALL signs</b>
VARIANCE REQUESTED	<b><u>301 Square Feet</u></b>

The combined sign area for the four ground signs and four wall signs would equal 574.52 square feet where 274 square feet would be permitted, and therefore the combined size does not meet zoning code requirements and a variance of 301 square feet is requested.

### **SUMMARY**

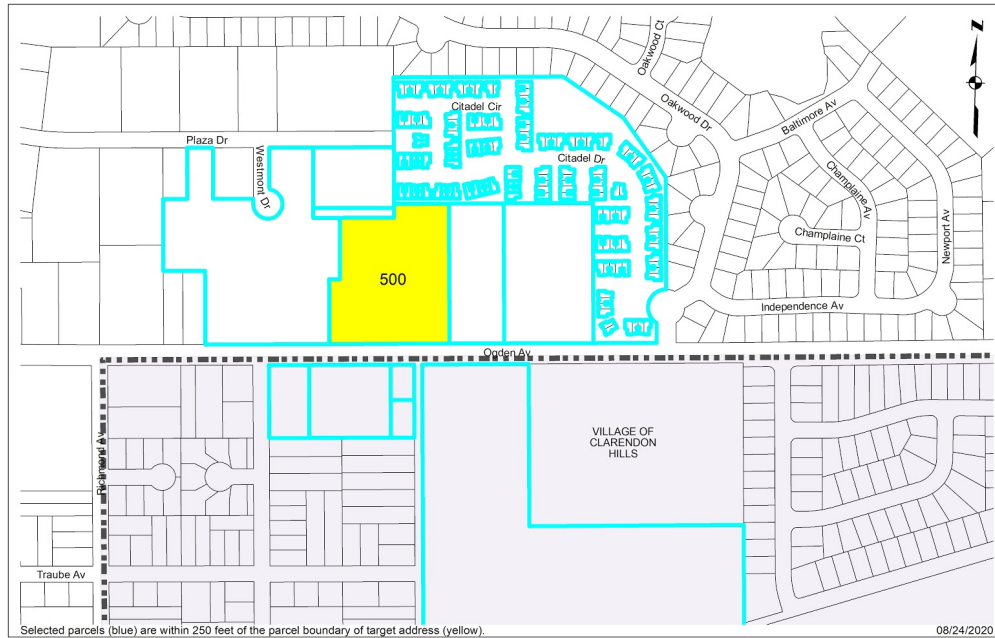
The petitioner seeks sign variances to allow two perpendicular wall logos, in addition to two pre-existing wall signs and 2 pre-existing ground signs, for a sum total of four wall signs and two ground signs. The proposed signs exceed the number and size of signs allowed in the B-2 General Business District. Therefore, two variances are requested to allow a total of 4 wall signs instead of 2, and a variance to allow a sum total aggregate size to exceed the allowable size by 301 square feet.

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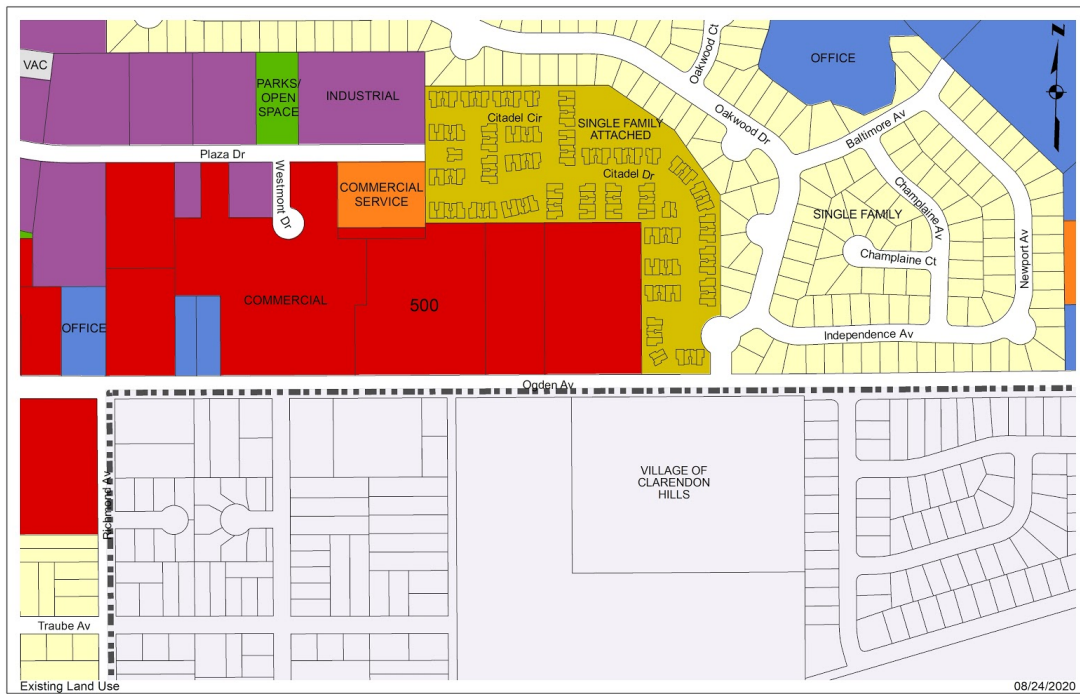
### **EXHIBITS**

1. Site Plan
2. Sign Specifications

## 1. MAP SERIES

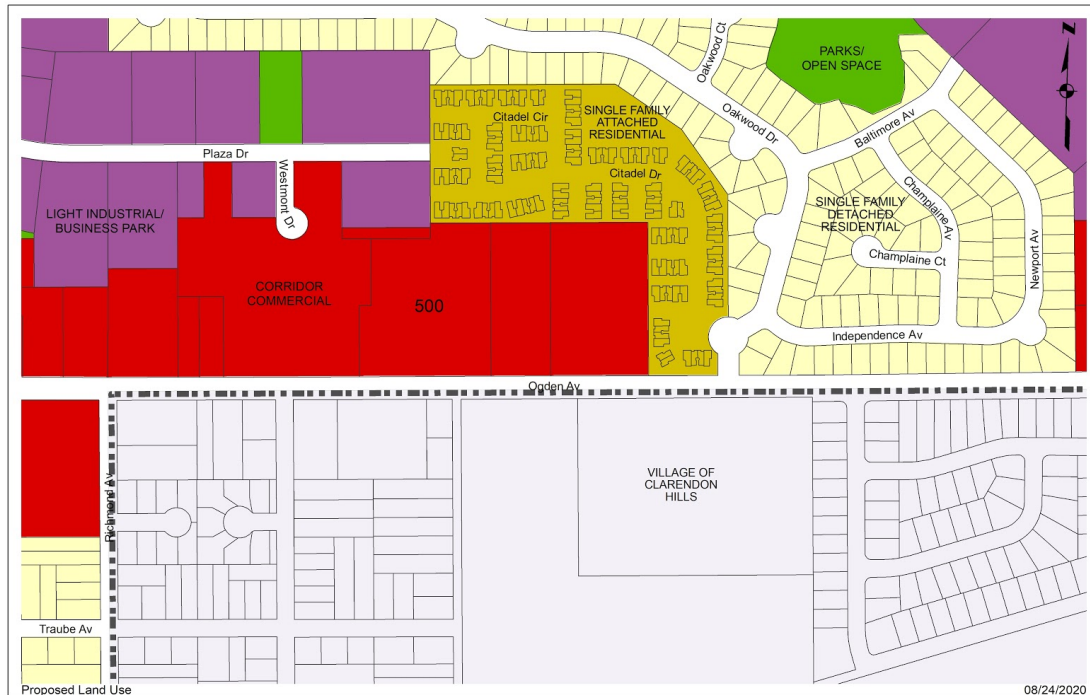


**Aerial Image of Subject Property at 500 East Ogden Avenue, showing the notification area.**

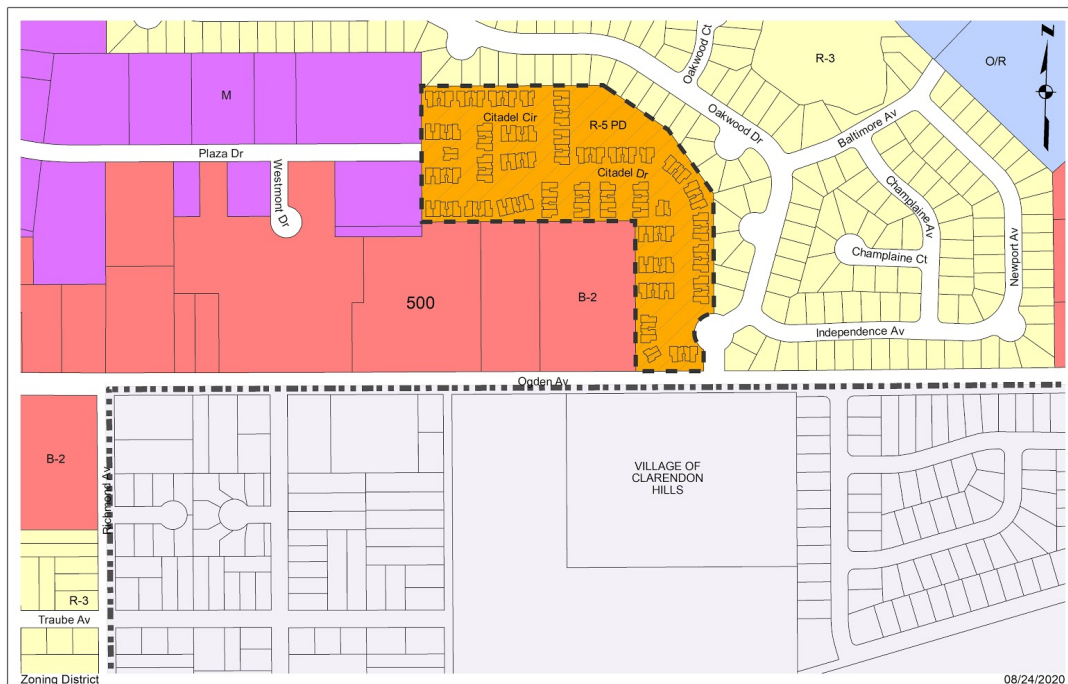


**The Existing Land Use Map shows 500 East Ogden Avenue as “Corridor Commercial” Land Use Designation. The proposed land use will not change with approval of this variance request.**





**The Proposed Land Use Map (2013) shows the subject property as “Corridor Commercial” Future Land Use Designation, with similar complementary commercial designations directly east and west.**



**The Zoning Map shows the subject property as a B-2 General Business zoning district, with the Village of Clarendon Hills directly across the street.**



## 2. CONCURRENCY SUMMARY REPORT

**Project Name:** McGrath Lexus of Westmont - Wall Sign Variance  
PZC Case # 78-2020

**Report Date:** September 24, 2020

The proposal is generally consistent with the Comprehensive Plan, the Proposed Land Use Plan, and the Codes and Ordinances for the Village of Westmont.

**3. PLANNING COMMISSION FINDINGS OF FACT FOR A VARIANCE  
REQUEST PZC CASE NO. 78-2020**

See attached.

#### **4. PREVIOUS PZC CASES FILES / OTHER APPLICABLE REGULATIONS**

##### **PZC Case # 05-090**

Variance for rear yard setback to 90' rather than 105'  
Plat of Subdivision to consolidate 2 lots into 1 lot  
Site and Landscaping plan approval  
Final Plat and Revised site plan to eliminate garage  
Final Plat of Subdivision

##### **Applicable Ordinances**

06-15 Special use permit  
06-16 rear yard variance  
06-17 site and landscaping plan  
06-18 plat of subdivision  
06-135 Revised site and landscaping plan  
07-109 Final Plat and Plat of Vacation

## 5. EXHIBITS

See attachments.